

PTC-SC

Meeting Minutes

February 25, 2015

I. Call to order

P. Bourne called the PTC-SC board/officers meeting to order at 9:08 a.m. on February 25, 2015 at Rio Hondo Event Center, Downey, CA.

II. Roll call

The following persons were present:

J. Beard	A. Rocha
P. Bourne	C. Shehadeh
L. Kwan	J. Stiegelmar
J. Landin	B. Tietze
F. Olmos	A. Tompkins
R. Moreno	J. Smith

III. Officer Reports

1) President Elect – Alfredo Rocha

- A. Rocha said that he is excited to present at the luncheon following the board meeting and he is pleased that so many people RSVP'd for the event. He is hoping that the luncheons will continue to draw in more people.
- P. Bourne said that 68 people RSVP'd, and she thought that most of them were excited that they would be learning about tools they can apply in their workplace, and also that they were excited they would be provided the tool at the end of the luncheon.
- A. Rocha explained that the tool he is presenting on will be available to attendees through an email that he will send to them after the luncheon. He wants to ensure that everyone who is receiving the tool was properly trained how to use it.

2) President – Pauline Bourne

- P. Bourne asked the group again if they approved of new business cards for officers and board members. L. Kwan is looking into the pricing options.
- P. Bourne also said that she set-up new email addresses for all officers and board member through GMail. Some officers explained that it may be easier for them to still use their work email addresses instead, due to not being able to check GMail accounts at their workplace. P. Bourne asked that those officers and board members set up their new GMail accounts so that it will automatically forward emails to their work email addresses, while still using the new GMail account for PTC-SC business.

3) Past President – Amy Tompkins

- A. Tompkins talked about the email exchange that was started by P. Deines, since he was not able to be present at the board meeting. P. Deines had emailed the group and asked for suggestions for the annual conference location. J. Stiegelmar

suggested Almansor Court in Alhambra and voted that the date be November 6th. She also said that she thinks advance registration notice, a great keynote speaker, and even a promotion to possibly “get one registration free” for at least one paid attendee from a District (or a buy one get one free) would help us get a great attendance number this year. She also mentioned how important marketing is.

- A. Rocha said that we can market for the conference and luncheons by using LinkedIn.
- P. Bourne said that when a luncheon or the conference is posted on the PTC-SC LinkedIn page, officers and board members could then share that link on their LinkedIn pages to help reach a larger group of people.
- J. Stiegelmar said that it is good that we offer lower prices for students because it has increased the luncheon number of attendees. Everyone present agreed that it is more important to increase PTC-SC exposure and increase the number of attendees than it is to make money.
- A. Tompkins mentioned again that the officer manual needs to be updated.
- A. Tompkins also said that CODESP will allow PTC-SC to use their Adobe Connect account in order to hold meetings. She said that we would need to have the right equipment if we wanted to hold a meeting with Adobe Connect at a venue site.
- C. Shehadeh said that she would ask the Rio Hondo Event Center if they charge for internet access.
- B. Tietze said that he would look into hotspot devices in case we wanted to use one for internet access.
- J. Stiegelmar suggested that someone put together an inventory sheet of all PTC-SC equipment and keep it updated in Dropbox.

4) VP Communications – Jessica Landin

- J. Landin said that she continues to get interest in advertising jobs on the PTC-SC email newsletters and on the website.
- J. Landin said that membership renewals will also be communicated soon.

5) VP of Programs – Camille Shehadeh

- C. Shehadeh said that she is working on the April 23rd luncheon meeting. Rod Freudenberg has already agreed to be the speaker.

6) VP of Conferences – Paul Deines

- P. Deines was not present at the meeting.

7) Treasurer’s Report – Jessica Beard and Rosie Moreno

- R. Moreno asked if there was a reason that membership dues are only done at the beginning of the year and not throughout the year. J. Stiegelmar said that it can get very confusing and messy if they are done continually and it is much better if it is done as a calendar year.

- B. Tietze suggested that PTC-SC consider allowing agency membership plans with a possible multi-tier structure so that agencies can send different members to different events at the discount price, since a lot of agencies pay for their members to go to the events.
- J. Beard confirmed that members are responsible to handle their reimbursements from their agencies on their own.
- R. Moreno suggested that the payment options be highlighted on the luncheon and conference announcements.
- J. Stiegelmar said that she would forward new information about PTC-SC taxes and a need to change a password.
- R. Moreno asked what officers and board members are responsible for in terms of membership dues and event dues. J. Stiegelmar said that all officers and board members have to pay for their membership. Board members also need to pay for luncheons and conferences. Officers do not need to pay for any luncheons or conferences. P. Bourne said that this policy should be put on the next agenda to discuss whether board members should still have to pay for everything.
- J. Stiegelmar said that many members pretend to be students when they are full-time employees. She suggested that we define what a “student” is on luncheon and conference flyers.

8) Secretary – Jenni Smith

- J. Smith asked the group if it worked out well for her to track who RSVP'd for the board meeting and ensure that everyone received the invite. Everyone agreed that they thought it worked well.
- F. Olmos suggested that the group look into a blog or WordPress instead of email streams when communicating because it may be easier to follow instead of multiple emails.

(9) Directors-At-Large – ad lib

- B. Tietze stressed the importance of content at luncheons and the conference. He feels that attendance goes up when the content is unique, technology driven, and accessible, and when attendees learn how to do something new and can take home a new tool. A. Rocha agreed that he has received a lot of feedback that “applied” topics are better. P. Bourne said that Rod Freudenberg’s topic in April will also have a competency tool that attendees can take home with them.
- F. Olmos suggested that PTC-SC could get a Facebook page to help market their events and maybe even post pictures of the events after. A. Tompkins said that she will look into it and that it will be better to restrict the people that can leave comments on the page so that no one has to continually clean up the page with non-related comments. She will use the communication officer’s email address to set-up the page.
- J. Stiegelmar said that she is anxious about the conference and stressed again that it is very important to get the keynote speaker, location, and date established as early as possible. She said that PTC-SC could pay for the keynote speaker in order to get a really good one.

IV. New Business

1) Approve the minutes of the January 27, 2015 meeting

- **J. Landin made a motion to approve the minutes of the January 27, 2015 meeting. B. Tietze seconded the motion. All present concurred.**

2) Change in Officers for bank account after today's meeting/luncheon:

- The officers will be going to the bank after the luncheon to change the names on the account.

3) Budget Report:

- There was no budget report for this meeting but the treasurers will bring the report to the next meeting.

4) 2015 Stephen E. Bemis Memorial Award

- J. Stiegelmar nominated F. Olmos to look into it this year and told him the information is in Dropbox.

V. Open Issues

- 1) P. Bourne asked if we could hold a luncheon in Irvine this year so that agencies that are in San Diego County could have an opportunity to attend. The topic would be the same one that Alfredo Rocha and Eric Rowen presented, and it would be held in June. There would be two luncheons in June, one for the San Diego County members and then one at the Rio Hondo Event Center that would be a different topic. Everyone present agreed that this was a good idea.

VI. Next Board Meeting

Next Board meeting will be announced at a later date.

VII. Adjournment

P. Bourne adjourned the meeting at 10:34 a.m.

Minutes submitted by: J. Smith